

Strengthen & Consolidate - Fisher

By JAY L. SMITH

On The
beam



Jack Fine, who does the booking and buying for the B & F circuit in Toronto, in which his father, Sam Fine, is a partner, recently addressed a letter to the Editor of the Motion Picture Herald, which was published in their last issue. The letter contains considerable information that is of interest to operators of sub-run theatres everywhere, and Jack has stated the cause of the late sub-run house in terms that merit repetition.

Like all exhibitors, Jack discusses the matter of film rentals, but unlike so many other exhibitors, Jack does not complain about the indifference of distributors to their problems, in fact he pays tribute "to the sympathy and consideration we get from most of the film companies . . . generally they appreciate the condition of business in our theatres."

What Jack does point out in his letter, is that the situation is getting worse, as far as the late-run houses are concerned, and he makes a spirited plea for the maximum help that can be given, to

(Continued on Page 3)

Hardiman Heads Joint Odeon-JARO Advertising Department

Toronto: Frank Fisher, newly appointed Odeon Vice-President of Theatre Operations, in a special interview with the Digest answered an emphatic "no" to the question whether any additional changes were being contemplated in the near future in Odeon personnel. "On the contrary," Mr. Fisher stated, "we are looking forward to a year of steadily consolidating and strengthening our present team."

Mr. Fisher, continuing said, "in line with consolidation and strengthening of our team, I wish to announce that JARO's publicity department will now come under

the direction of Odeon's Director of Advertising, Jim Hardiman, with Charles Mason being named as Publicity Manager of JARO Film Distributors (Canada) Ltd. Miss Barbara Balcon continues in her present position of Assistant.

The move of JARO's publicity department up to Carlton St.

(See FISHER Page 3)

"Blue Sheet" Women 700 Strong See "Good Morning, Miss Dove"

Toronto: About 700 women, representing a cross section of the many groups affiliated with the Film Estimate Board of National Organizations (Blue Sheet) were the guests of Famous Players and 20th Century-Fox, at a special screening last week at the University theatre of Fox's Xmas release "Good Morning, Miss Dove." A first time, for the "Blue Sheet", the screening according to Mrs. Wallace McCutcheon, the groups' National Chairman, "will set a pattern for the future, enabling us to bring home on a mass scale the enter-

(See "MISS DOVE" Page 3)

Pilkie Jr., President Alta. Pix Pioneers

Edmonton: Bill Pilkie, Jr., 44, of Edmonton, has been elected president of the Alberta Picture Pioneers, an organization of theatre personnel with more than 25 years in the business. He succeeds

(See PILKIE JR. Page 5)

INDUSTRY
XMAS PARTIES
CURTAILED
COMPANIES
KEEP
"GOOD CHEER"
FOR OWN
EMPLOYEES

Variety Tent 28 Name 1956 Committees

Fund Raising, Harvey Harnick.
Souvenir Program, Chas Chaplin.

Publicity, Chet Friedman.

Public Relations, James Nairn.

Finance, R. Bolstad.

House, Dan Krendel.

Production & Entertainment, Gerald Saunderson.

Out of town fund raising, John Kirk.

Movies for Shut-ins, Al Troyer.

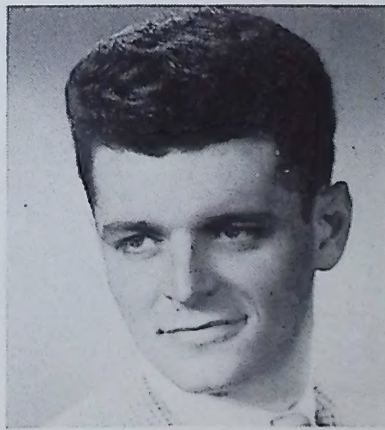
(See VARIETY Page 5)



JIM HARDIMAN



RON LEONARD



JOHN McKIM



CHARLES MASON

MPTAO BOARD OF DIRECTORS ASSIGN PRESIDENT LIONEL LESTER AS CHAIRMAN LIAISON CTTEE. TO WORK WITH NATIONAL EXHIBITOR'S PUBLIC RELATIONS CTTEE. OTHER MEMBERS ARE DICK MAIN AND HARRY MANDELL.

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GONZALEZ GONZALEZ

PRINT BY TECHNICOLOR

WRITTEN BY W.R. BURNETT · WILLIS GOLDBECK



From WARNER BROS., of Course!

On the Beam

(Continued from Page 1)

save these houses from extinction. Jack knows of what he writes, for in the B & F Circuit, alone, three theatres have been closed in the past year or so, and one or two more are headed in the same direction.

In pleading the cause of the sub-run house, Jack states, "It is important to the motion picture industry as a whole that these late run theatres remain in business. Here, in these neighborhood cinemas, is where the theatre-going habit is first inculcated in the younger generation. Here is where they get their first taste of the drama and the scope of the motion picture screen . . . Close the sub-runs, leaving only the downtown houses and you are making movie-going the special preserve of the upper income bracket."

In dealing with reduced film rentals, Jack points out that the argument of some distributors that reducing the cost per film by a small amount will not help, is false. As he puts it, "In a sub-run theatre, changing twice a week and playing double-bills . . . if the film companies should reduce film rental by \$15 per picture, this would amount to over \$3,000 per year, which would certainly help many theatres to stay open."

Another argument that Jack Fine uses in support of lower film rentals for the sub-runs, is the fact that "due to the shortage of features, the first run theatres give many pictures extended playing time." Jack goes on to argue that "when this is done, the exchanges go along with them and adjust their terms, depending on the business. Thus, the exchange gets extra revenue from the first runs."

It is Jack's contention that these extended runs in the downtown houses, "milk" the pictures, with the result that the sub-runs do even less than normal with these pictures. On this basis, Jack claims the sub-run exhibitors are entitled to reductions, because "film firms must realize they can't get more money from the top and still expect to get as much from the bottom." By way of compensation, Jack argues, "A holdover of one extra week (downtown) will probably bring them more money than they get from all the late-run theatres in the city."

FISHER

(Continued from Page 1)

under the overall direction of Jim Hardiman and the appointment of Charles Mason, to head the JARO publicity make possible, Mr. Fisher pointed out, "the utilization of the tremendous experience built up over the years, by Odeon exploitation of British and American product, for the benefit of all other circuits and theatres. The full facilities of Odeon's ad department, its art department, printing department, etc. will be put at the service of the new set-up." Fisher emphasized that the JARO Publicity department will retain both its individuality and identity and will continue to serve all JARO customers.

As a result of Mr. Mason's new appointment, Mr. Fisher stated, "two additional appointments were made." Ron Leonard, formerly one of the two assistants to Jim Hardiman, has been moved up to Assistant Director, Advertising and Publicity, Odeon Theatres. John McKim has been transferred from Odeon's Vancouver District office advertising department and promoted as Assistant to Jim Hardiman. "The accent in Odeon," Mr. Fisher stressed, is promotion from the field.

The combined set-up, Mr. Fisher noted, will be able to cull from the excellent results attained in the recently concluded Odeon "Lives Like a King" drive. The drive has meant increased business in Odeon theatres as well as exploitation and showmanship unparalleled in the history of the chain. Included in this effort was the promotion of 22 co-op pages appearing in many of the important dailies in our country spread over a period of 12 weeks. The Odeon advertising department headed by Jim Hardiman has had a banner year with top promotions such as the Naval premiere for "Above Us the Waves" which took place in conjunction with the Navy's "Great Lakes Manoeuvres," the "Chance Meeting tie-up with Liberty Magazine and Pan American, etc. All of this experience will now be available on all JARO films, including Republic and Cardinal product released in Canada through this company.

Going back to his theme of consolidation and strengthening of the present team at Odeon, Mr. Fisher pledged the continuation of the trainee program in effect for some time. The program is geared to preparing and educating fu-

ture managers and providing a pool for replacements at even the top level in Odeon. The trainees are brought into the head office and spend time in every department to give them a complete picture of the circuit's operations.

Mr. Fisher, admitting to a drop off in business, was still confident of the coming year. His faith in the future, Mr. Fisher said, "was based on the top product due for release, the company's Xmas release program," and the confidence expressed by Odeon's partners, H. Friedman, Jack Barron, Harry Hurwitz, who were visited by himself and Mr. Salmon on a five-day trip across Canada, two weeks ago. Abe Garson was in Toronto at the time and similar discussions were held with him.

The product listed by Mr. Fisher for the Xmas and New Year season were MGM's "Guys and Dolls," which opens day and date in seven situations on December 23; UA's "Heidi and Peter," JARO's "Doctor at Sea," and "As Long as They Are Happy," Empire-Universal's "The Second Greatest Sex," and "The Spoilers," UA's "Indian Fighter" and MGM's "The Tender Trap."

In Toronto, "Heidi and Peter" will open December 23 at the Humber, Danforth and Fairlawn with "Doctor at Sea" set for the Hyland and Christie at the same time, with the Humber and Danforth coming in for the second week of the JARO film. The Fairlawn for New Year's will open with "As Long as They Are Happy," and continue on a first-run policy with the Humber and Danforth until the end of the "Guys and Dolls" run at the Odeon.

In Vancouver, Mr. Fisher announced, Odeon would initiate a "Show of the Week" in a large group of its suburbs, with a policy that will be aimed at releasing within a clearance of about 14 days, first run product.

Enthusiastically confident of the coming year, based on past performance and the plans in store for 1956, Mr. Fisher concluded the interview with a report on the results of the Ruth Draper one-night stands at Odeon Theatres in Kingston, Peterborough, Brantford, St. Catharines, Guelph and London. Completely satisfied with the results, both profit wise and as far as audience reaction, Mr. Fisher stated, "Odeon intends to book further live shows of this type in the near future." Among those currently scheduled are a "Rock and Roll Rhythm Show" and a "Voodoo" Show.

"MISS DOVE"

(Continued from Page 1)

tainment value of motion pictures."

Famous Players and 20th-Fox officials interviewed following the special screening intimated that similar showings would be organized across the country in about 15 key situations where the picture will open for Xmas. The screenings as in Toronto will be arranged with the cooperation of the "Blue Sheet" groups. The pattern set here in Toronto, if followed, can only mean an additional source of strong support in bringing back to the theatres, the "lost audience" according to most distribution executives.

Sam Glasier, 20th-Fox's Canadian Director of Advertising addressed the women. Excerpts follow:

"'Good Morning, 'Miss Dove' is the creation of the same writer, director and producer team who made 'A Man Called Peter'. In the trade this picture is known as an 'off beat' production and like 'Peter', needs the organized support of interested groups such as are represented here this morning. There is nothing like word of mouth comment to influence others.

In addition to the screening for "Blue Sheet" groups Famous Players and 20th-Fox have scheduled a special screening for the mothers of the Toronto Daily Star's carrier boys, on December 13 at the University and Eglinton theatres. These special preview screenings follow the same pattern used by 20th-Fox with its "A Man Called Peter," which according to Fox officials, "we attribute a good deal of the success of the film here in Canada."

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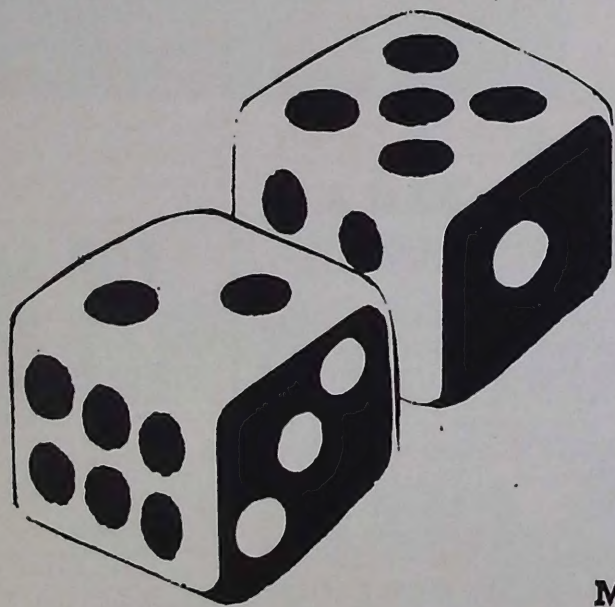
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JARO

Chatter... That Could Matter!

By MAX CHIC

Congratulations to Don Summerville on heading the poll for Alderman in Ward 8 and to Charlie Cashman on his election as Deputy Reeve for York Township . . . this is Charlie's seventh term as Deputy Reeve and his 22nd year as a rep . . . Arch Jolley in St. Joseph's Hospital, Hamilton, reported to be doing well . . . Ted Forsyth back at work after a short bout with the flu.

Mort Margolius still at the top of the heap in the District Manager's standings in the "Blitz For Fitz" with Gene Fitzgibbons in second place and Ray Fubman a close third with only two weeks to go before the drive winds up . . . "Guys and Dolls" has been booked into the Seville, Montreal . . . the Annual Picture Pioneers meeting has been set for January 23 . . . many bets are being placed that Morris Stein will become the new President.

Ralph Bartlett, manager Capitol, Hamilton got a terrific front page break in the *Hamilton Evening News* following his invite to Staff columnist Tom Jarvis to see a preview showing of MGM's "Trial" . . . many filmites were elected to the '56 Board of Governors, Beth Zedec . . . UA's Montreal branch is in third place in its group standing in the 3rd lap of the Max E. Youngstein "Coats Off" Drive . . . H. T. Blumson was installed as Master of the Corinthian Lodge.

Murray Sweigman's Theatre Posters reading for a move to new quarters . . . CAPAC and Photo Engravers entertained industry executives, but royally last Wednesday and Thursday.

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USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
2nd wk. The Tall Men (20th-Fox) C'Scope & DeLuxe Color with Clark Gable.

SHEA'S
2nd wk. The Girl in the Red Velvet Swing (20th-Fox) C'Scope & DeLuxe Color with Ray Milland.

UNIVERSITY & EGLINTON
3rd wk. Ulysses (Para.) Tech. with Kirk Douglas.

LOEW'S
The Tender Trap (MGM) C'Scope & Color with Frank Sinatra.

UPTOWN
The Big Knife (U.A.) with Jack Palance.

ODEON & FAIRLAWN
The Ship That Died of Shame (JARO) with Richard Attenborough.

MONTREAL

LOEW'S
It's Always Fair Weather (MGM) C'Scope & Color with Gene Kelly.

CAPITOL
The McConnell Story (WB) C'Scope & WarnerColor with Alan Ladd.

PALACE
Trial (MGM) with Glenn Ford.

PRINCESS
Illegal (WB) with Ed. G. Robinson.

ORPHEUM
Duel on the Mississippi (Col.) Tech. with Lex Barker.

WINNIPEG

CAPITOL
The Girl in the Red Velvet Swing (20th-Fox) C'Scope & DeLuxe Color with Ray Milland.

MET
Quentin Durward (MGM) C'Scope & Color with Robert Taylor.

ODEON

The McConnell Story (WB) C'Scope & WarnerColor with Alan Ladd.

GARRICK
The Big Knife (U.A.) with Jack Palance.

LYCEUM
The Night Holds Terror (Col.) with Jack Kelly

CALGARY

CAPITOL
The Tender Trap (MGM) C'Scope & Color with Frank Sinatra.

PALACE
Texas Lady (RKO) Superscope & Tech. with Claudette Colbert.

GRAND
Jump Into Hell (WB) with Jack Sernas.

UPTOWN
Illegal (WB) with Edward G. Robinson.

ST. JOHN

PARAMOUNT
Rebel Without a Cause (WB) C'Scope & WarnerColor with James Dean.

STRAND
I Am a Camera (Alliance) with Julie Harris.

CAPITOL
Three Stripes in the Sun (Col.) & Hunt-
ed (JARO).

VANCOUVER

CAPITOL
The Tender Trap (MGM) C'Scope & Color with Frank Sinatra.

PLAZA
The Night My Number Came Up (JARO) with Michael Redgrave.

VOGUE & ODEON
I Am a Camera (Alliance) with Julie Harris.

ORPHEUM
The Treasure of Pancho Villa (RKO) Superscope & Tech. with Rory Calhoun.

PILKIE, JR.

(Continued from Page 1)

Jack Gow, Calgary.

Mr. Pilkie, who boasts 32 years of service, started with the Vermilion, Alta., theatre owned by his father, W. P. Pilkie, at the age of 12. The Pilkies moved to Edmonton three years ago and opened the Inglewood Theatre.

Mr. Pilkie, Sr., also is a member of the Picture Pioneers.

VARIETY

(Continued from Page 1)

Constitution & By-laws, **Gurston Allen.**

Sick, Welfare, and Village Visits, **Ben Granatstein.**

Ceremonial Barker, **Win Barron.** (Alternate, **Richard Scott**)

Heart Trustees, **Harry Mandell, Bill Summerville, Jr., R. Bolstad, J. J. Fitzgibbons, Jr., Morris Stein, C. Smythe, Jack Cooke.**

Village Council, **Bill Summerville, Jr., Harry Mandell, Dave Griesdorf.**

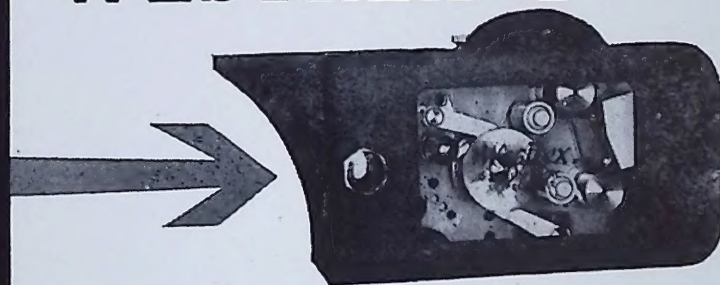
Press Clipping Library, **Ben Granatstein.**

Liaison Women's Council, **Louis Davidson.**

Telephone Committee, **Joe Bermack.**

Membership, **Louis Davidson.**

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